

Rep Order# 6818601  
EC'd Yes

Ver# 5  
Status Revised

Traffic Order# 178078  
Printed: 10/03/2012 9:36 AM  
Last Received: 10/03/2012 9:34 AM  
Showing Buylines: All Rep Revised Lines

1 of 3

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) DEM. CNG. CMP COMM.  
Product DCC  
Estimate# 1198  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1198  
Flight Dates 10/18/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

REV TO CNX ORDER  
ATTN ALL LINE  
ATTN NEW TTL  
PLEASE CFN  
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1		NEW MEXICO STYLE V5 Cancelled	10/18-10/22	0	\$0.00	:30	0	TH-F,M	8A-9A	0	\$40.00
*2		FOX NWS SUNDAY V5 Cancelled	10/21-10/21	0	\$0.00	:30	0	SU	8A-9A	0	\$450.00
*3		JUDGE MATHIS V5 Cancelled	10/18-10/22	0	\$0.00	:30	0	TH-F,M	2P-3P	0	\$75.00
*4		EXTRA< V5 Cancelled	10/18-10/22	0	\$0.00	:30	0	TH-F,M	5P-530P	0	\$200.00
*5		THE X-FACTOR V5 Cancelled	10/18-10/18	0	\$0.00	:30	0	TH	7P-8P	0	\$2,100.00
*6		TOUCH V5 Cancelled	10/19-10/19	0	\$0.00	:30	0	F	7P-8P	0	\$500.00
*7		NWS 13 ON FOX2< V5 Cancelled	10/18-10/22	0	\$0.00	:30	0	TH-F,M	9P-930P	0	\$1,000.00

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 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*8		NWS13-FOX 2 B< V5 Cancelled	10/18-10/22	0	\$0.00	:30	0	TH-F,M	930P-10P	0	\$800.00
*9		NWS 13 ON FOX2 V5 Cancelled	10/20-10/20	0	\$0.00	:30	0	SA	9P-930P	0	\$700.00
*10		NWS13-FOX 2 B V5 Cancelled	10/20-10/20	0	\$0.00	:30	0	SA	930P-10P	0	\$700.00
*11		NWS 13 ON FOX2 V5 Cancelled	10/21-10/21	0	\$0.00	:30	0	SU	9P-930P	0	\$1,000.00
*12		NFL DALLAS GAME V5 Cancelled	10/21-10/21	0	\$0.00	:30	0	SU	11A-2P	0	\$5,000.00

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Oct 12: 0 / \$0.00  
 Sales Totals: 0 / \$0.00  
 Station Totals: 0 / \$0.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$0	CABL 0%	KASA 13%	KASY 1%	KLUZ 0%	KOAT 34%
		KOB 18%	KRQE 32%	KWBQ 2%		

---COMPETITIVE COMMENTS---

EST SHARES, KASY LESS THAN 1%

Books NOV12  
 Demos RA35+

Rep Order# 6818601 Ver# 5 Status Revised Traffic Order# 178078 Printed: 10/03/2012 9:36 AM 3 of 3

EC'd Yes  
Last Received: 10/03/2012 9:34 AM  
Showing Buylines: All Rep Revised Lines

Station	KASA-TV ALBUQUERQUE, NM.	Agency	( ) GREAT AMERICAN MEDIA	Rep Firm	
Advertiser	( ) DEM. CNG. CMP COMM.		3050 K ST NW	Sales Office	( ) PHILADELPHIA
Product	DCC		WASHINGTON, DC 20007	Salesperson	( ) AMY MCCREARY
Estimate#	1198	Agency C/P1/P2/E	11/14/1198		
Buyer	Maura Gilroy	Flight Dates	10/18/2012 - 10/22/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE

EC'd Yes  
Last Received: 07/20/2012 9:53 AM  
Showing Buylines: All Rep Revised Lines

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Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, S#800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 11/14/1198  
Flight Dates 10/18/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---  
SC=\*

--- REMARKS ---  
REV PROGRAM LINE 6  
PLEASE CNF  
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*6		TOUCH	10/19-10/19	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
Sales Remark: V3 PC											
V3 Program Name Change, Comment Changed											

---REPORT TOTALS---

Report Totals: 1 / \$500.00

---SALES MONTHLY TOTALS---

Oct 12: 17 / \$14,880.00  
Sales Totals: 17 / \$14,880.00  
Station Totals: 17 / \$14,880.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$114,462	CABL 0%	KASA 13%	KASY 1%	KLUZ 0%	KOAT 34%
		KOB 18%	KRQE 32%	KWBQ 2%		

---COMPETITIVE COMMENTS---

EST SHARES, KASY LESS THAN 1

Books

NCV12

Demos

--- CONTRACT COMMENT ---  
SC= \*

--- REMARKS ---  
SEE PROGRAM TITLE CORRECTION LINE 6. PLS REVISE

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
* 6		KITCHN NTM-FOX	10/19-10/19	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
Station Remark: V2 FOX HAS TOUCH IN THE FRI 7-8P TP. PLS CHANGE PROGRAM TITLE TO TOUCH THIS LINE											

---REPORT TOTALS---  
Report Totals: 1 / \$500.00

---SALES MONTHLY TOTALS---  
  
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---COMPETITIVE---  
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CABL 0% KASA 13% KASY 1% KLUZ 0% KOAT 34%  
KOB 18% KFQE 32% KWBQ 2%

---COMPETITIVE COMMENTS---  
EST SHARES, KASY LESS THAN 1%  
  
Books NCV12  
Demos RA35+

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1		NEW MEXICO STYLE	10/18-10/22	1	\$80.00	:30	2	TH-F,M 8A-9A	\$40.00 4
2		FOX NWS SUNDAY	10/21-10/21	1	\$450.00	:30	1	SU 8A-9A	\$450.00 2
3		JUDGE MATHIS	10/18-10/22	1	\$150.00	:30	2	TH-F,M 2P-3P	\$75.00 3
4		EXTRA<	10/18-10/22	1	\$400.00	:30	2	TH-F,M 5P-530P	\$200.00 3
5		THE X-FACTOR	10/18-10/18	1	\$2,100.00	:30	1	TH 7P-8P	\$2,100.00 3
6		KITCHN NTM-FOX Touch	10/19-10/19	1	\$500.00	:30	1	F 7P-8P	\$500.00 3
7		NWS 13 ON FOX2<	10/18-10/22	1	\$3,000.00	:30	3	TH-F,M 9P-930P	\$1,000.00 3
8		NWS13-FOX 2 B<	10/18-10/22	1	\$800.00	:30	1	TH-F,M 930P-10P	\$800.00 3
9		NWS 13 ON FOX2	10/20-10/20	1	\$700.00	:30	1	SA 9P-930P	\$700.00 3
10		NWS13-FOX 2 B	10/20-10/20	1	\$700.00	:30	1	SA 930P-10P	\$700.00 3
11		NWS 13 ON FOX2	10/21-10/21	1	\$1,000.00	:30	1	SU 9P-930P	\$1,000.00 3
12		NFL DALLAS GAME	10/21-10/21	1	\$5,000.00	:30	1	SU 11A-2P	\$5,000.00 2

EC'd Yes Last Received: 05/23/2012 2:52 PM  
Showing Buylines: All Lines

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